Docket No. 10007932-1

ABSTRACT OF THE DISCLOSURE

A method and system for processing test data relevant to specific behavior of visitors of a network accessible site, such as a website, includes a number of components. A first component is configured to determine an initial estimate of visitor behavior on the basis of pre-testing information. Such information may be entered by a manager of the site. A second component is configured to generate updates of the estimate in response to monitored behavior. Bayesian estimation may be employed in this component. The third and fourth components cooperate to dynamically adjust a measure of the required test sample size of the visitors so as to maintain a target statistical confidence level. The third component utilizes systematic sampling, while the fourth component uses negative binomial sampling.

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